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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. ANNOUNCES STOCK REPURCHASE

East Rutherford, NJ, August 22, 2005: CCA Industries, Inc. (AMEX: CAW) announced today that the board of directors has approved the repurchase of up to one million shares of the Company's common stock. The board believes that the intrinsic value of the Company is substantially more than the current market value at which it is trading. The repurchase of the shares is a good opportunity to maximize the shareholders value over the long-term.

CCA Industries, Inc. manufactures and markets health and beauty aids, each under its individual brand name. The products include, principally, "Plus+White" toothpastes and teeth whiteners, "Sudden Change" anti-aging skin care products and "Scar Zone," "Nutra Nail" nail growth treatments, "Mega" Green Tea diet aids, "Hair Off" hair removal and depilatories, "Bikini Zone" medicated crème and gel for the bikini area, "Solar Sense" sun protection products, "Cherry Vanilla" Perfume and the Denise Austin "Skin Fit for Life" green tea anti-oxidant skin care line.

Statements contained in the news release that are not historical facts are forward looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks and uncertainties, which would cause actual results to differ materially, from estimated results. Such risks and uncertainties are detailed in the Company's filings with the Securities and Exchange Commission.